



SOMAIYA

VIDYAVIHAR UNIVERSITY



Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ	SEM: IV
ATKT	JUN-2025

Sr. No.	Subject	Available
1.	231U08I401 – Research Methodology & Methods	✓
2.	231U08C401 – Broadcast Media	✓
3.	231U08C402 – News Reporting & Writing	✓
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AT.KT June 2025


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April 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya	Name of the Department: Department of Mass Communication	
Course Code: 231U08I401	Name of the Course: Research Methodology and Methods	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) All questions are compulsory		

Question No.		Max. Marks	CO
Q1	You need to conduct a field study on media literacy among rural communities. What challenges might you face, and how would you address them to ensure a successful study?	15	CO3
Q 2	A) Compare and contrast quantitative and qualitative research with appropriate examples. OR B) Why is an extensive literature survey essential for developing a strong research framework? How can improper citation practices affect the credibility and ethical integrity of a research study?	15	CO1, CO2
Q 3	A) Differentiate between probability and non-probability sampling based on representation bias. How does the element selection technique influence the accuracy of research findings? OR B) Explain the measures of central tendency (mean, median, mode) and their importance in research.	15	CO3, CO4
Q.4	Write short notes on any three of the following: A. Methods Vs Methodology B. Hypothesis testing C. Explanatory research D. Factors in Preparing Research Design E. Interval Data Vs Ordinal Data	15	CO1, CO2, CO3, CO4



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June 2025
SYBAMCJ NEP
Broadcast media

April 2025 Examination: End Semester Examination (UG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College, SVU	Name of the Department: Mass Communication	
Course Code: 231U08C401	Name of the Course: Broadcast Media	
Duration: 2 hrs.	Maximum Marks: 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1	Prepare a script for a Radio interview with any Celebrity.	15	CO1
Q.2 A)	Prepare a 45 Minutes Radio Timeline for a radio program starting at 7:00 pm.	15	CO2
	OR		
Q. 2 B)	“Radio played a vital role in the independence of India” Elaborate with examples.	15	CO2
Q.3 A)	Elaborate on what is sound, the types of sound, microphones, and mixers.	15	CO3
	OR		
Q. 3 B)	Prepare Radio Program Planner for 2 Months	15	CO4
Q.4	Write the short notes on. (Any Three) 1. All India Radio 2. SITE 3. Podcast 4. Types of waves 5. OTT vs TV	15	CO1 CO2 CO2 CO3 CO4



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Suppl. Exam - June-25

BAMCJ - IV

19/06/25

April 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: ST4501 Programme: BAMCJ	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya	Name of the Department: Mass Communication	
Course Code: 231U08C402	Name of the Course: News Reporting and Writing	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	Cybercrime menace is constantly growing with new variants and tactics used to dupe people. Write an explainer news story about the different types of cybercrime and ways to prevent it, for the Sunday edition of your newspaper.	15 Marks	3
Q2	A. What is a news beat and why are designated news beats necessary for journalists? OR B. What are the principles of news editing? List the main components of news editing.	15 Marks	1, 2
Q3	A. Why is research important in journalism? Elaborate different forms of journalistic research. OR B. Elaborate different types of headlines along with examples for each of them.	15 Marks	1, 2, 4
Q4	Write short notes on any three of the five given below: 1. Define dateline and its functions 2. Feature writing 3. Steps to fact-check information 4. News source 5. Research in journalism	3*5= 15 Marks	1, 2, 4